

BOGNOR REGIS PROPOSED GOLF COURSE

Travel Plan

JNY10830-04
Travel Plan
Version 02
06 May 2022

Document Status					
Version	Purpose of document	Authored by	Reviewed by	Approved by	Review date
01	Residential Travel Plan	Danesh Aryan	Melanie A'Lee	Melanie A'Lee	09 Dec 2021
01b	Information	Danesh Aryan	Melanie A'Lee	Melanie A'Lee	10 Dec 2021
01c	Information	Danesh Aryan	Melanie A'Lee	Melanie A'Lee	20 Jan 2022
01d	Information	Danesh Aryan	Melanie A'Lee	Melanie A'Lee	26 Jan 2022
02	Information	Melanie A'Lee	Brian Plumb	Melanie A'Lee	06 May 2022

This report was prepared by RPS Consulting Services Ltd ('RPS') within the terms of its engagement and in direct response to a scope of services. This report is strictly limited to the purpose and the facts and matters stated in it and does not apply directly or indirectly and must not be used for any other application, purpose, use or matter. In preparing the report, RPS may have relied upon information provided to it at the time by other parties. RPS accepts no responsibility as to the accuracy or completeness of information provided by those parties at the time of preparing the report. The report does not take into account any changes in information that may have occurred since the publication of the report. If the information relied upon is subsequently determined to be false, inaccurate or incomplete then it is possible that the observations and conclusions expressed in the report may have changed. RPS does not warrant the contents of this report and shall not assume any responsibility or liability for loss whatsoever to any third party caused by, related to or arising out of any use or reliance on the report howsoever. No part of this report, its attachments or appendices may be reproduced by any process without the written consent of RPS. All enquiries should be directed to RPS.

Prepared by:

Prepared for:

RPS Consulting Services Ltd

Hallam Land Management

Danesh Aryan
Transport Consultant

20 Farringdon Street, London, EC4A 4AB

T
E

Contents

1	INTRODUCTION.....	1
2	TRANSPORT POLICY	3
3	EXISTING SITE AND SUSTAINABLE TRANSPORT	8
4	BASELINE TRAVEL BEHAVIOUR	12
5	TRAVEL PLAN OBJECTIVES	14
6	TRAVEL PLAN TARGETS	15
7	TRAVEL PLAN MEASURES.....	17
8	TRAVEL PLAN MONITORING STRATEGY	20
9	ACTION PLAN.....	22

Appendices

APPENDIX 1 – SITE LOCATION

1 INTRODUCTION

Report Brief

- 1.1 RPS has been commissioned by Hallam Land Management to prepare an Employee Travel Plan (TP) to support a new 18-hole par 4 and 9 hole par 3 course on land to the south of A259 Grevatt's Lane. The proposed golf course will be the replacement for the existing Bognor Regis golf course currently located on land to the north of Golf Links Road which will be redeveloped for housing.
- 1.2 The site is located approximately 6.1km east of Bognor Regis town centre and to the south of A259 Grevatt's Lane. The development site falls within the local planning authority (LPA) of Arun District Council and local highway authority (LHA) of West Sussex County Council (WSCC).
- 1.3 The implementation of measures set out within this Travel Plan and the targets within it will assist in minimising the number of vehicle trips generated by the site primarily by staff but also by visitors to the site.
- 1.4 The purpose of this document is to provide a framework from which staff and visitors/members can make informed decisions about their method of travel, whilst minimising the impacts their travel has on the surrounding environment. This Travel Plan will evolve in order to eliminate barriers to sustainable travel and move towards achieving wider mode share targets.
- 1.5 This Travel Plan has been produced to be BREEAM 2018 Compliant.

What is a Travel Plan?

- 1.6 A Travel Plan is a general term for a package of measures tailored to the specific needs of a development. Although the travel behaviour of staff & visitors/ members can only be determined post-occupation through travel surveys, the fundamental principles behind a Travel Plan will be applied to make a workable plan.
- 1.7 A Travel Plan is aimed at promoting environmentally friendly and sustainable travel choices and reducing reliance on the private car. The Travel Plan involves the development of a set of techniques and targets that, when properly managed and monitored, can enable a reduction in the impact of travel and transport on the environment and reduce the development's overall carbon footprint. In addition to the above, it will bring a number of benefits for this development and its staff/ visitors.
- 1.8 This is an evolving Travel Plan and will change with input from West Sussex County Council, the applicant/developers and other key stakeholders as necessary.
- 1.9 The Travel Plan has been prepared in accordance with current national and local government policy guidance.

This Travel Plan

- 1.10 The remainder of the Travel Plan is as follows:
 - Section 2 - Transport Policy;
 - Section 3 - Existing Site & Sustainable Transport;

-
- **Section 4 - Baseline Travel Behaviour;**
 - **Section 5 - Travel Plan Objectives;**
 - **Section 6 - Travel Plan Targets;**
 - **Section 7 - Travel Plan Measures;**
 - **Section 8 - Travel Plan Monitoring Strategy; and**
 - **Section 9 – Action Plan.**
- 1.11** This Travel Plan is a document that clearly sets out the details of the initiatives, deliverables, targets and responsibilities of the applicant. The Travel Plan will be a recorded agreement between West Sussex County Council and the developer, providing a commitment to deliver the travel planning measures contained herein.

2 TRANSPORT POLICY

Introduction

- 2.1 Travel Plans have become an important tool for the delivery of national and local transport policy and commonly play an integral part in the planning process, fulfilling a role in encouraging more sustainable development. The relevant national and local policy and guidance are outlined below.

National Planning Policy Guidance

National Planning Policy Framework (NPPF, 2021)

- 2.2 In July 2021 the National Planning Policy Framework (NPPF) was updated to consolidate all policy statements, circulars and guidance documents into a single, simpler National Planning Policy Framework. The NPPF sets out a number of transport objectives designed to facilitate sustainable development and contribute to a wider sustainability by giving people a greater choice about how they travel.
- 2.3 The NPPF recognises that Travel Plans are a key tool in facilitating sustainable travel, stating that all developments which generate significant amounts of movement should be required to provide a Travel Plan.
- 2.4 Section 9 relates to Promoting Sustainable Transport and paragraph 112 states that Transport policies have an important role to play in facilitating sustainable development and applications for development should:
- give priority first to pedestrian and cycle movements, and appropriate facilities that encourage public transport use;
 - address the needs of people with disabilities and reduced mobility in relation to all modes of transport;
 - create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;
 - allow for the efficient delivery of goods, and access by service and emergency vehicles; and
 - be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.

National Planning Policy Guidance (NPPG, 2014)

- 2.5 The National Planning Practice Guidance web-based resource was launched on 6 March 2014 by the Department for Communities and Local Government. The guidance covers all aspects and procedures of the planning process and supports the National Planning Policy Framework.
- 2.6 The NPPG sets out that all developments that generate significant amounts of transport movement should be supported by a Travel Plan. The NPPG states that Travel Plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate.

- 2.7 The NPPG sets out how Travel Plans should evaluate and consider:
- Benchmark travel data including trip generation databases;
 - Information concerning the nature of the proposed development and the forecast level of trips by all modes of transport likely to be associated with the development;
 - Relevant information about existing travel habits in the surrounding area;
 - Proposals to reduce the need for travel to and from the site via all modes of transport; and Provision of improved public transport services.

Arun District Council Local Plan 2011-2031 (July 2018)

- 2.8 The document was adopted in July 2018 and sets out the vision for Arun to 2031 and beyond. The purpose of the Local Plan is to encourage sustainable development and manage future growth whilst ensuring that change across the District is appropriate to meet local need.
- 2.9 The document outlines the vision for the Arun District which is:
- “By 2031 Arun will be a safer, more inclusive, vibrant and attractive place to live, work and visit. Arun’s residents will be healthier and better educated, with reduced inequalities between the most and least affluent.”
- 2.10 With regard to travel plans, Policy T SP1 states that:
- The Council will support transport and development which:
 - is supported by an effective and deliverable Transport Assessment which demonstrates that the transport effects of development on the local and strategic road network can be satisfactorily mitigated and a Travel Plan, which is effective and deliverable.

West Sussex County Council Local Transport Plan 2011-2026

- 2.11 The West Sussex Local Transport Plan provides a strategic direction for transport within West Sussex, but aligns itself with other major strategies, such as the County Strategy and Local Communities Strategies. The key objectives of the plan are:
- Promoting economic growth;
 - Tackling climate change;
 - Providing access to services, employment and housing; and
 - Improving safety, security and health.

Yapton Neighbourhood Plan

- 2.12 The Yapton Neighbourhood Plan 2011 – 2031 provides a guide to development within the parish and provides topic areas that are of considerable importance to Yapton. The vision and objectives of the plan that relate to highways and transportation include the following;

Infrastructure

- Minimise the impact of commercial traffic movements through the village;

- Encourage the use of public transport and retain and strengthen existing bus services;
 - Reduce congestion outside Yapton CE Primary School (North End Road);
 - Promote, maintain and extend the existing network of cycle paths, footpaths and pavements.
 - Improve road safety in Yapton.
- 2.13 In terms of PRow improvements that are applicable to the site, the Yapton Neighbourhood Plan states that contributions towards the following should be provided;
- Safe designated crossing point for all users over the A259 between paths 166 and 165
 - Open Grevatts Lane West to A259 for use by walkers, cyclists and horse riders

Clymping Neighbourhood Plan

- 2.14 Clymping Neighbourhood Plan 2015 – 2030 sets out a vision of the future of the parish and contains policies covering themes of Community Leisure and Wellbeing, Employment and Tourism, Environment, Sustainability and Design and Roads and Transport, which reflect views of the community.
- 2.15 The objectives specific to highways and transportation include;

Roads and Transport

Objective: To reduce traffic impact, including that from HGV's on the local community and its environment and improve accessibility and safety for travel around the parish for drivers, pedestrians and cyclists.

- 2.16 Policy CPN 14 Traffic and the Environment

Development which will have a detrimental impact on highway safety and the living conditions of residents will be resisted. Consideration will be given towards securing planning obligations which meet the national policy guidance in NPPF paragraph 204, in relation to increasing highway capacity, traffic management and traffic calming measures which will make the development acceptable.

Wherever possible, the mitigation measure should be put in place before the development itself is permitted to be used.

Priorities for Clymping are:

- Increasing and enhancing pedestrian and cycle networks
- Safe crossing points for pedestrians, cyclists and equestrians to reduce the severance effect of the A259, traffic calming measures on local roads whilst retaining their essentially rural character
- Measures that reduce the impact of heavy goods vehicles on local roads such as:
 - restrict commercial traffic to designated routes;
 - provide a signing strategy to ensure that only the most appropriate roads are used and unsuitable traffic is kept away from residential areas;
 - control traffic speeds to improve road safety and reduce environmental impact

BREEAM Guidance

- 2.17 The BREEAM Guidance sets out that the aim of a BREEAM compliant TP is the following;
"To recognise the consideration given to accommodating a range of travel options for building users, thereby encouraging the reduction of user reliance on forms of travel that have the highest environmental impact."
- 2.18 A travel plan has been developed as part of the feasibility and design stages which considers all types of travel relevant to the building type and users.
- 2.19 The travel plan is structured to meet the needs of the particular site and takes into consideration the findings of a site-specific transport survey and assessment that covers the following (as a minimum):
- "Where relevant, existing travel patterns and opinions of existing building or site users towards cycling and walking so that constraints and opportunities can be identified
 - Travel patterns and transport impact of future building users
 - Current local environment for walkers and cyclists (accounting for visitors who may be accompanied by young children)
 - Disabled access (accounting for varying levels of disability and visual impairment)
 - Public transport links serving the site
 - Current facilities for cyclists."
- 2.20 The travel plan includes a package of measures that have been used to steer the design of the development in order to meet the travel plan objectives and minimise car-based travel patterns. This is demonstrated via specific examples such as:
- "Providing parking priority spaces for car sharers
 - Providing dedicated and convenient cycle storage and changing facilities
 - Lighting, landscaping and shelter to make pedestrian and public transport waiting areas pleasant
 - Negotiating improved bus services, i.e. altering bus routes or offering discounts
 - Restricting and/or charging for car parking
 - Criteria for lobby areas where information about public transport or car sharing can be made available
 - Pedestrian and cycle friendly (for all types of user regardless of the level of mobility or visual impairment) via the provision of cycle lanes, safe crossing points, direct routes, appropriate tactile surfaces, well-lit and signposted to other amenities, public transport nodes and adjoining offsite pedestrian and cycle routes.
 - Providing suitable taxi drop-off/waiting areas.
 - Ensuring that rural buildings are located with appropriate transport access to ensure that they adequately serve the local community (where procured to do so e.g. community centre)."

-
- 2.21 Where appropriate to the building type, size and intended operation, the travel plan includes measures tailored to minimise the impacts of operational-related transport e.g. deliveries of supplies, equipment and support services to and from the site.
- 2.22 Where the building's final occupier is known, they confirm that the travel plan will be implemented post construction and supported by the building's management during building operation.

Summary

- 2.23 Policy at national and local level all advocates a move away from the reliance on the use of the private car and greater adoption of sustainable travel practices. This is to be achieved through locating development within areas with high levels of accessibility both by walking and by public transport as well as improving the sustainable options available to all.
- 2.24 The BREEAM guidance sets out the criteria for compliancy.

3 EXISTING SITE AND SUSTAINABLE TRANSPORT

Introduction

- 3.1 This section of the report considers the sustainability of the site in terms of accessibility to public transport infrastructure as well as opportunities for cycling and walking.

Site Description

- 3.2 The site is located approximately 6.1km east of Bognor Regis town centre and to the south of A259 Grevatt's Lane. Bognor Regis is a town within the county of West Sussex, located to the west of Brighton and east of Portsmouth.
- 3.3 The site will be accessed from A259 Grevatt's Lane and is bound by agricultural lands to the west and east, A259 Grevatt's Lane to the north and residential properties to the south. A site location plan is provided in **Appendix 1**.

Development Proposal

- 3.4 The proposal is to develop a new golf course which will replace the existing Bognor Regis golf course located off Golf Links Road, Felpham. The proposal will include the following;
- 18-hole Par 4 Course
 - 9 Hole Par 3 Course
 - Practice Range;
 - Maintenance facilities;
 - Club house & Golf shop; and
 - Parking (237 spaces of which 20% will include electric charging facilities and 13 will be wider spaces for disabled users)
- 3.5 The proposed access to the site will be via a new priority junction arrangement on A259 which will include localised widening to accommodate a ghost island right turn lane, details of which are provided in the Transport Assessment accompanying this application.
- 3.6 To facilitate pedestrians and cyclists the access arrangement includes a centre refuge island which is 3m in depth to ensure there is sufficient room for a cyclist to wait. Sustrans Design Guidance identifies that the depth of refuge islands to accommodate cyclists should be a minimum of 2.4m, however given the speed of the road a width of 3m will ensure that a cycle can be safely accommodated on the island.
- 3.7 As part of the access arrangements a new 3m wide footway/cycleway will be provided on the southern side of Grevatt's Lane between the site access and the proposed refuge island. At the site access a dropped kerb will be provided to allow cyclists to continue on road into the site and the footway will continue to link with the PRow.

Walking and Cycling Accessibility

- 3.8 The site is situated to the south of A259 Grevatt's Lane along which there is a shared walking/cycling route on the northern side of the road, which form part of the National Cycle

Network Route 2 continuing to Littlehampton to the east and residential areas to the northeast of Bognor Regis.

- 3.9 PRoW route 165 starts from a point approximately 25m south of the A259 and continues on a north-south alignment dissecting the northern section of the site area and continues along the western side of the site joining Sunny Mead Close and existing residential area of Middleton-On-Sea to the south.
- 3.10 The local residential roads to the south of the site are accessible via the PRoW and benefit from a good provision of footways which in turn link to the centre of Middleton-On-Sea village.
- 3.11 The PRoW will be upgraded between the site access and the Rife to include a 3m wide route with an improved surface.
- 3.12 Cycle parking will also be provided on site to facilitate 6 cycles which is considered suitable to meet the potential demand for this mode.

Public Transport

Bus

- 3.13 The nearest bus stop (The Oystercatcher) is located circa 1.2 Kilometres to the east of the site access on A259 Grevatt's Lane. The bus stop is served by bus routes 69 and 700, **Table 3.1** below summarises the bus routes and frequency of services available.

Table 3.1: Bus Route and Frequency

Route No.	Route	Average Frequency (per hour)				
		Mon - Fri			Saturday	Sunday
		AM Peak	Off Peak	PM Peak		
69	Wick – Pagham	-	1	-	1	1
700	Flansham Park – Portsmouth	2	2	2	2	2

- 3.14 It is evident from **Table 3.1** that there is a good number of bus services. Although they are a 15min walk from the site for many this is not considered an unreasonable distance to walk especially for commuting trips. These services connect the site with several destinations including Littlehampton, Pagham, Chichester and Portsmouth.

Rail

- 3.15 Littlehampton Rail Station is located approximately 4.2 kilometres (12-13min cycle) to the east of the site access. Littlehampton Rail Station is managed by Southern. Bus route 700 provides direct access to the rail station from The Oystercatcher bus stop with a journey time of seven minutes.

- 3.16 Littlehampton Rail Station provides services to a range of locations including London Victoria, Bognor Regis and Portsmouth. **Table 3.2** outlines the frequency of services from Littlehampton Rail Station.

Table 3.2: Littlehampton Rail Station Services Frequency

Route	Average Frequency (per hour)				
	Mon - Fri			Saturday	Sunday
	AM Peak	Off Peak	PM Peak		
London Victoria	2	2	2	2	1
Bognor Regis	1	1	1	1	1
Portsmouth	1	1	1	1	1

- 3.17 **Table 3.2** demonstrates that there is a regular service operating from Littlehampton Rail Station throughout the day providing access to a number of destinations including London, Portsmouth and Bognor Regis.

Local Road Network

- 3.18 A259 Grevatt's Lane is a single carriageway forming the northern boundary of the site and runs between a junction with B2132 to the west and a junction with B2233 to the east. The road passing the site is subject to a speed limit of 60mph.
- 3.19 A259 Grevatt's Lane joins A259 Worms Lane and Flansham Lane which extends west and forms a roundabout junction with B2259. The A259 continues west along the northern extent of Bognor Regis joining the A29 via a roundabout junction arrangement. The A259 along this section provides access to several destinations including Flansham village and residential areas to the northeast of Bognor Regis and to the west of the site as well as Climping and Littlehampton to the east.
- 3.20 To the west of the site, B2132 Yapton Road/ Bilsham Road is a single carriageway which forms a priority junction with A259 Grevatt's Lane with ghost island right turn lanes and continues north towards Yapton village. This road is subject to a speed limit of 40mph.
- 3.21 B2233 Yapton Road east of the site, is a single carriageway and continues from a priority junction with A259 Grevatt's Lane again with ghost island right turn lanes and provides access to Yapton village. The road is also subject to a speed limit of 40mph.

Summary

- 3.22 In terms of sustainability, the nature of the proposed development will see a high proportion of movements made to the site by car although the majority of these will not be single occupancy vehicles.
- 3.23 The site benefits from being adjacent to an existing National Cycle Route No. 2 and the nearest bus stops will be within 1.2Km of the site (15min walk) which is not considered unreasonable for

staff as a commuter trip. The nearest bus service also provides a direct link with Littlehampton Railway Station.

4 BASELINE TRAVEL BEHAVIOUR

Baseline Surveys

- 4.1 Baseline travel surveys will be undertaken within six months of opening which will include both staff and visitors/ members. The baseline survey will confirm the travel patterns of users of the site and provide an accurate benchmark for future monitoring.
- 4.2 The baseline surveys will record both data about employee and visitor/ member trips and travel characteristics associated with the development. It will also explore barriers to sustainable travel use. This information will be used to build on the measures identified in this Travel Plan and ensure that the measures that have been installed assist with the actual requirements of the commercial aspect of the site.
- 4.3 It is proposed that the baseline surveys shall be in accordance with the TRICS UK Standard Assessment Methodology (TRICS SAM) and will be commissioned directly with the TRICS organisation.
- 4.4 The surveys will include 3 multi-modal surveys carried out over a 5-year period and will seek to achieve a response rate amongst staff of over 50% and 50% of members. The results of the baseline surveys will be fed back to the Local Travel Plan Officer at West Sussex County Council within two months of collection in a succinct baseline survey report. Thereafter and at the discretion of the Local Travel Plan Officer this Travel Plan may be updated to reflect the findings of this exercise.
- 4.5 The baseline survey data may suggest that some measures included in **Section 7** may not be suitable for the site or, alternatively, additional measures may be identified from the baseline survey data trends that would potentially enhance the plan. On that basis, it will be possible to modify targets and measures contained within the Travel Plan. Any changes to the plan will be agreed with the Local Travel Plan Officer prior to any amendments being made.

Modal Split

- 4.6 Prior to carrying out the baseline surveys, this Travel Plan includes details of the potential travel modes by reviewing the travel to work, data from the 2011 Census database. For this site, details have been obtained for the Middleton-on-Sea ward, which are summarised in the table below.

Table 4.1: Journey to Work Mode Split (Census 2011)

Method of Travel to Work	%
Train	3%
Bus, minibus or coach	3%
Taxi	0%
Motorcycle, scooter or moped	1%
Driving a car or van	79%
Passenger in a car or van	4%
Bicycle	4%

On foot	5%
Other method of travel to work	1%

- 4.7 The census data shows that 6% of residents use public transport to travel to work (3% train and 3% bus), with 9% travelling by foot/cycle. 83% of the existing residents travel to work by private car of which 4% car share. The modal split shows that 15% of local residents currently travel to work by sustainable modes.
- 4.8 To establish the typical modes that people use in travelling to golf clubs, a review of the TRICS database has been made from various golf courses within the UK, the results of which are summarised in Table 4.2 below.

Table 4.2: Typical Modal Split to Golf Clubs in the UK

Mode of Travel to a Golf Course	%
Driving a car or van	58%
Passenger in a car or van	38%
Bicycle	1%
On foot	3%

- 4.9 As can be seen, typically 96% of people drive to golf clubs and only 3% walk and 1% cycle. This is likely to be due to the nature of the site as golfing ranges tend to be located in rural areas and also because many will need to transport golfing equipment which would be impracticable by Public Transport or cycle. The above also shows that of those that travel by car around 38% car share
- 4.10 The targets for mode change will be primarily related to staff trips as visitors/ members will have a different profile with a higher proportion of trips being made by car due to the nature of the site. Targets are based on the trip rates identified in the Transport Assessment and are set out in **Section 6**.

5 TRAVEL PLAN OBJECTIVES

Introduction and Aims

- 5.1 This chapter outlines the objectives that the Travel Plan will aspire to achieve. The Travel Plan is not a static document but is rather one which will continuously be developed and reviewed.
- 5.2 The principal aim of this Travel Plan is to promote travel by sustainable modes such as walking, cycling and public transport. However, given the sites location and limited access to public transport, the primary focus of this Travel Plan will be to increase car sharing and reduce single occupancy vehicle trips as well as promotion of cycling. The sustainable travel measures described within the travel plan aim to allow staff and visitors/members of the golf course to make informed travel and mode choices.
- 5.3 The development content and layout of the site aims to include provision for walking and cycling facilities and provide good quality amenities within the site and links to the surrounding area for pedestrians and cyclists. By providing these facilities it is considered that this will encourage travel by these modes before less sustainable travel patterns become established.

Objectives

- 5.4 The aim of the TP will be achieved through the delivery of a series of objectives:
- **Objective 1:** Raise awareness of sustainable 'smarter travel' modes available to all site users, including staff and members/visitors;
 - **Objective 2:** Encourage active modes of travel, particularly walking and cycling, and to emphasise the health and financial benefits of these modes;
 - **Objective 3:** Avoid the reliance on single occupancy vehicles and encourage car sharing; and
 - **Objective 4:** Ensure that congestion on the local highway is not adversely affected by users of the site.

6 TRAVEL PLAN TARGETS

Introduction

- 6.1 To achieve its objectives, the Travel Plan needs to set out clear targets. Targets are the measurable goals by which progress can be assessed. Indicators are the elements that will be measured to assess progress towards meeting the final and interim targets. The Travel Plan targets will be updated to more site-specific targets following the initial baseline travel survey.

SMART Targets

- 6.2 Targets are measurable goals by which the progress of the Travel Plan will be assessed. Targets are essential for monitoring the progress and success of the Travel Plan. Targets should be 'SMART':
- Specific;
 - Measurable;
 - Achievable;
 - Realistic; and
 - Time-bound.

Modal Share Targets

- 6.3 The suggested targets for the site are based on a final reduction of vehicle trip rates by 10% over a five-year period. Multi-modal surveys will be undertaken within 6 months of the site opening and then repeated three times over a five year period. **Table 6.1** identifies the base line Trip Rates as advised in the Transport Assessment and the proposed 10% reduction target.

Table 6.1: Modal split targets

Two-way Vehicular Trip Rate Reduction Targets (TR per 18 Holes)				
	Base Line	Year 1	Year 3	Year 5
AM Peak	22.00	21.56	20.68	19.80
PM Peak	14.00	13.72	13.16	12.60

- 6.4 The baseline modal splits in Table 4.1 indicates that 9% of staff are likely to travel to the site by walking or cycling, 6% of staff are likely to use public transport and 4% car share. This is considered a good starting point for basing the modal share targets from with the aim to increase car sharing by 50% and increase cycling, although the predominate movements to and from the site will be made by members.
- 6.5 For Visitors/ members the level of use is expected to be similar to that set out in Table 4.2 with some 96% travelling by car of which 38% car share, the aim will be to increase the level of car sharing to around 50% of the total vehicle movement over the 5-year period.
- 6.6 This modal shift will mainly come from a reduction in single occupancy vehicle modal split with smaller percentages attributed to a reduction in other mode shares.

-
- 6.7 Once the initial modal splits have been derived, these targets will be updated to ensure they are realistic and achievable.
- 6.8 Further details on the measures and improvements proposed are outlined in **Section 7: Travel Plan Measures.**

7 TRAVEL PLAN MEASURES

Introduction

- 7.1 This chapter sets out the package of measures that will be introduced in order to influence the way users travel to / from the site. The proposed measures are predominantly aimed at the golf course staff, as it is here that the most influence can be exerted; however, measures can equally be applied to the golf course members & visitors.
- 7.2 The baseline travel survey will be undertaken within six months of the opening of the golf course to ascertain travel patterns of the staff and members/visitors, these may indicate that some measures included in this chapter may not be suitable for the site or, alternatively, additional measures may be identified from the baseline survey data that will enhance the Travel Plan. At this juncture it will be possible to modify the Travel Plan targets and measures within this plan; however, any proposed changes to the plan will need to be agreed with the Travel Plan Officer at West Sussex County Council.
- 7.3 The measures outlined in this section are based on the transport context in which the site is located, and the likely modal split data as presented in **Table 6.1**. Once the golf course is occupied these measures can be tailored to better reflect the travel behaviour of site users.

Travel Plan Coordinator (TPC)

- 7.4 The success of this Travel Plan is dependent on a nominated individual being given time and resources for success to occur. A senior member of staff will take on the role of the Travel Plan Co-ordinator (TPC). Once an individual has been appointed to this role their contact details will be passed to the Local Authority, West Sussex County Council. The TPC will incorporate the Travel Plan duties into their existing job role, however, adequate time and resources will be allocated to the role. The TPC will be responsible for overseeing and implementing the various measures.
- 7.5 The TPC will promote sustainable travel, organise activities and maintain monitoring records. The TPC will also act as the main point of contact regarding sustainable travel initiatives at the site.

Travel Pack

- 7.6 All employees upon commencement of their employment will be provided with a Travel Pack and all members will also be provided with relevant details within the Travel Plan to encourage alternative modes. A Typical Pack will include the following information:
- Name and contact details of the TPC and the availability of the TPC to speak with employees;
 - An introduction to the Travel Plan, its purpose and a summary document;
 - Information on the health benefits of using active modes of transport;
 - Bus route maps and timetables and any other public transport information including journey times from key locations;
 - Map showing walking and cycling routes close to the site;

- Information about West Sussex cycle journey planner <http://cyclejourneyplanner.westsussex.gov.uk>
- Details of approximate journey time & costs comparisons will be provided to show the benefits of travelling by other modes.
- Any company policy related to travel (employees only).

7.7 The Travel Packs will have a comment card / return slip to ensure that they are being used.

Personalised Travel Planning

7.8 The TPC will offer a personalised Travel Planning service for all employees and members.

7.9 The TPC will be able to draw on advice from journey planning websites such as Choose How You Move (www.choosehowyoumove.co.uk) and this website can be used as a free personalised travel planning service for travel within the local area.

Walking and Cycling

7.10 The following measures are proposed in order to promote walking and cycling to and from the development:

- All staff and members will be provided with maps of local walking and cycle routes and related information;
- High quality cycle parking stands will be provided at the proposed golf course site;
- The TPC will raise awareness of the health benefits of walking and cycling;
- The golf course will advise staff to consider participating in the government's tax saving cycle scheme (cyclescheme.co.uk), or such similar scheme, to provide staff with tax-free bicycles; and
- The Golf Club will provide showers, lockers and changing facilities.
- Details of the County Councils adult cycle training courses to be provided to staff.

Car Share Scheme

7.11 It is proposed that the TPC will co-ordinate with a web-based car share database such as the local car share database www.westsussex.gov.uk/carsharing, www.choosehowyoumove.co.uk/carshare or Liftshare (www.liftshare.co.uk). The car share scheme will maximise the opportunities to identify a potential car share partner by offering a 'journey matching' service to all employees and members with the aim of reducing single occupancy car use.

Information and Marketing

7.12 The marketing strategy will be a key part of the Travel Plan and will maximise the response to improved facilities and services. Communication is a key element of the Travel Plan and central to the plan's success.

- 7.13 Giving the Travel Plan Initiatives a recognisable identity will assist in maintaining its profile, particularly over time. All Travel Plan initiatives will be identified by branded signing to increase awareness and the plan profile.
- 7.14 Information on sustainable travel options will be provided on notices boards that will be promoted to staff, members & visitors at the site.

Other Measures and Incentives

- 7.15 Travel Awareness type measures could also play a key part of the Travel Plan for staff, for example:
- Car-free days accompanied by small incentives to leave the car at home and personalised travel information provided beforehand for those that request it;
 - National Liftshare week promotions;
 - Bike2Work;
 - Team participation in National Bike Week events
 - Travel Wise Week/ European Mobility Week;
 - Cycle September;
 - Road Safety Week; and
 - Providing Staff with interest free loans for season tickets on local bus/ train services.

Information Board or Website

- 7.16 A travel information board will be installed in the reception area of the golf course. Information will include bus maps and timetables, general location and amenity maps, showing cycle lanes and links to journey planning apps and websites.

Visitors/ Members

- 7.17 The Club's web site will include a "how to get here" page which will be provided for all modes of travel.

Summary

- 7.18 Identified above are various measures to support the aims and objectives of the Travel Plan. It is considered that provided the various messages identified are implemented, walking, cycling and car sharing will be effectively encouraged at the site.
- 7.19 The effectiveness of the various measures will be monitored and, through consultation with West Sussex County Council; measures can be reviewed if required.

8 TRAVEL PLAN MONITORING STRATEGY

Introduction

- 8.1 A Travel Plan strategy that sets out clearly the stages by which the Travel Plan will be developed and implemented is very important. Elements of a travel plan strategy usually relate to:
- Securing the resources (including time) that are necessary to develop and implement the travel plan; and
 - Consulting and educating employees and members.
- 8.2 In the context of this development, the Travel Plan will be orientated towards influencing travel behaviour of staff and members, in order to advise on the benefits of using alternative transport modes, promoting their use and discouraging the use of the car. The golf club will be responsible for the overall implementation of the Travel Plan.

Monitoring Strategy

- 8.3 The various stages to monitoring a Travel Plan are set out below:
- Baseline data is collected and analysed prior to Travel Plan implementation;
 - Travel planning measures are implemented;
 - Monitoring data is collected at a defined point in the future for comparison with baseline data;
 - The results are analysed and forwarded to WSCC; and
 - If necessary, changes are made to the Travel Plan to improve its effectiveness.
- 8.4 Monitoring will be carried out by the baseline travel survey undertaken within 6 months of the golf course opening, and subsequent reviews bi-annually at years 1, 3 and 5. This will identify whether the baseline, interim and final targets as outlined in **Section 4** have been achieved. The results will provide an accurate record of modal changes and enable the TPC to understand the travel characteristics of staff and members/ visitors. The TPC will use the results of the travel surveys to develop specific measures within the Travel Plan to encourage more sustainable travel.
- 8.5 The TPC should seek to discuss potential remedial actions with West Sussex County Council following the results of travel behaviour surveys. If the Travel Plan fails to meet the targets, then the implementation of further appropriate measures will be considered by the TPC in consultation with West Sussex County Council.

Records and Reporting

- 8.6 The TPC will be required to keep up-to-date records which include:
- Monitoring records including details of methodology; dates and times of monitoring activity and the number of responses;
 - Controlled copies of historic reports for references; and
 - A correspondence file.

- 8.7 Records should preferably be kept electronically, in line with the sustainable ethos of the golf club.

9 ACTION PLAN

9.1 A draft timescale for the delivery and implementation of these Travel Plan initiatives, including the intended outcomes and outputs, are provided below in **Table 9.1** as an Action Plan.

Table 9.1: Travel Plan Action Plan

Action	By Whom	By When	Intended Outcome / Output
Final Travel Plan submission	RPS	Prior to the opening of the golf course	Submit Travel Plan to WSCC
Travel Plan Co-ordinator (TPC)	The Golf Club	Prior to opening	Identify and appoint TPC to carry forward all tasks within the action plan
Travel Plan Co-Ordinator Contact Details	The Golf Club	Within 3 months of opening	Details of the TPC to be provided to WSCC Travel Plan Officer
Initial Baseline Travel Survey	TPC	Within 6 months of the golf course opening	Undertake initial visitor and staff travel surveys
Travel Survey Reporting	TPC	Within 2 months of the survey collection	Using the initial baseline travel survey data for the visitors and staff, check targets and measures are appropriate and realistic
Visitor and Staff Travel Information	TPC	Pre / post opening of the golf course	Send out sustainable travel information to all new golf course members (visitors) and new staff
Website / Leaflets	TPC	Pre-opening of the golf course	Develop a sustainable travel webpage which is linked to golf course's main website, along with a leaflet for all visitors and staff
Travel Plan Budget	The Golf Club/ TPC	Ongoing	Provide a budget for the implementation of the TP measures.
Cycle Event	TPC	Annually	Liaise directly with Bike Week organisers in order to arrange annual events in June for golf course users and staff to increase cycle participation.
Monitoring	TPC	Years 1, 3 and 5 after the golf course opening	Undertake the travel monitoring surveys (modal split surveys) during years 1, 3 and 5 post opening of the golf course.
Evaluation	TPC	Following monitoring surveys	Consider whether the TP targets are being achieved and whether any changes are required to be implemented, in order to achieve those targets.

Appendices

Appendix 1 – Site Location



NOTES

All dimensions to be verified on site. Do not scale this drawing. All discrepancies to be clarified with project Landscape Architect.

This drawing is the property of Urban Wilderness Ltd and is issued on the condition it is not reproduced, retained or disclosed to any unauthorised persons, either wholly or in part without written consent of Urban Wilderness Ltd.

Key

— Site Application Boundary

B	Red line boundary update	10 Nov 21
A	Red line boundary revised in line with acquisition of additional land	09 Nov 21
	First issue	27 Sep 21
	revised details	date

URBAN WILDERNESS

7 Saw Mill Yard, Water Lane, Holbeck, Leeds, LS16 9TH
www.urbanwilderness.co.uk
design@urbanwilderness.co.uk
0113 472 0430
registered in Scotland SC237959

client
Hullam Land Management

project
Land North of Ancton, Bognor Regis

drawing title
Red Line Boundary

drawing status
PLANNING

drawn by NUE	checked by LJM	date 27 Sep 21
scale 1:2000	paper size A0	rev. B
job/drawing no. 171-LW-P-B-001		